This listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A method of facilitating delivery of traffic messages comprising:

providing a plurality of predefined broadcast service areas in a geographic region, wherein each of said broadcast service areas being associated with a broadcast service area code, wherein said broadcast service area is a portion of the geographic region not defined by a transmission area of a single broadcast equipment;

obtaining data indicating a plurality of traffic conditions on a road network in a the geographic region, for each of said traffic conditions said data provides a location description;

for each of said traffic conditions, identifying at least one of said broadcast service areas in which said traffic condition is located, wherein said broadcast service area is a portion of the geographic region not defined by a transmission area of a single broadcast equipment; and

transmitting a plurality of traffic messages, each of said messages associated with a said broadcast service area code identifying said broadcast service area in which said traffic condition is located;

an end user computing platform:

receiving said traffic messages; and

identifying said traffic messages having said broadcast service area code matching at least one predetermined broadcast service area code.

Claim 2 (original): The method of Claim 1 wherein said broadcast service area is a metropolitan region.

Claim 3 (original): The method of Claim 1 wherein said broadcast service area is a portion of a metropolitan region.

Claim 4 (original): The method of Claim 1 wherein said broadcast service area is at least one county.

Claim 5 (original): The method of Claim 1 wherein said broadcast service area represents a portion of said geographic area within more than one country.

Claim 6 (original): The method of Claim 1 wherein said broadcast service area is a portion of a country.

Claim 7 (currently amended): The method of Claim 19 ~~1~~ further comprising:

an end user computing platform receiving said traffic messages; and

filtering said traffic messages to process only said traffic messages having said broadcast service area code matching at least one predetermined broadcast service area.

Claim 8 (currently amended): The method of Claim 1 wherein said predetermined broadcast service area is based upon considering at least one of: a current location of a said end user computing platform, subscription information of said end user computing platform, a planned route, an extent of a map display and a end user specified broadcast service area.

Claim 9 (currently amended): The method of Claim 14 ~~1~~ further comprising:

an end user computing platform:

receiving said traffic messages;

identifying at least one broadcast service area in which said end user computing platform is located; and

filtering said traffic messages to process only said traffic messages having said broadcast service area code matching said broadcast service area in which said end user computing platform is located.

Claim 10 (currently amended): The method of Claim 14 ~~1~~ wherein said plurality of traffic messages transmitted includes only said traffic conditions located in a predetermined broadcast service area.

Claim 11 (original): The method of Claim 1 wherein said traffic messages are in ALERT-C format.

Claim 12 (original): The method of Claim 11 wherein said broadcast service area code is included in a frequency information portion of said ALERT-C format.

Claim 13 (original): The method of Claim 11 wherein said broadcast service area code is included in a service provider message.

Claims 14-18 (canceled).

Claim 19 (currently amended): A traffic message providing data indicating a traffic condition on a road network in a geographic region, said traffic message comprising:

a location reference code indicating a location on the road network of said traffic condition;

an event code of said traffic condition; and

a broadcast service area code representing a broadcast service area in which said traffic condition is located, wherein said broadcast service area is a portion of the geographic region not defined by a transmission area of a single broadcast equipment.

Claim 20 (original): The traffic message of Claim 19 wherein said broadcast service area is a metropolitan region.

Claim 21 (original): The traffic message of Claim 19 wherein said broadcast service area is a portion of a metropolitan region.

Claim 22 (original): The traffic message of Claim 19 wherein said broadcast service area represents a portion of a country.

Claim 23 (original): The traffic message of Claim 19 wherein said broadcast service area represents a geographic area within more than one country.

Claim 24 (original): The traffic message of Claim 19 wherein said traffic messages are in ALERT-C format.

Claim 25 (original): The traffic message of Claim 24 wherein said broadcast service area code is included in a frequency information portion of said ALERT-C format.

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Claim 26 (original): The traffic message of Claim 24 wherein said broadcast service area code is included in a service provider message.

Claim 27 (new): A method of facilitating delivery of traffic messages comprising:

defining a plurality of broadcast service areas in a geographic region, wherein each of said broadcast service areas being associated with a broadcast service area code, wherein said broadcast service area is a portion of the geographic region not defined by a transmission area of a single broadcast equipment;

obtaining data indicating a plurality of traffic conditions on a road network in the geographic region, for each of said traffic conditions said data provides a location reference code indicating a location on a road network in the geographic region of said traffic condition;

for each of said traffic conditions, using a data structure to identify said broadcast service area code from said location reference code to identify said broadcast service areas in which said traffic condition is located; and

transmitting a plurality of traffic messages representing said traffic conditions, each of said messages associated with said corresponding identified broadcast service area code.

Claim 28 (new): The method of Claim 27 further comprising broadcasting traffic messages associated with a predefined broadcast service area code.

Claim 29 (new): The method of Claim 14 further comprising:

an end user computing platform receiving said traffic messages; and

filtering said traffic messages to process only said traffic messages having said broadcast service area code matching at least one predetermined broadcast service area.

Claim 30 (new): The method of Claim 14 wherein said traffic messages are in ALERT-C format.